

Station WAVY-TV NORFOLK, VA. Agency () MENTZER MEDIA Rep Firm) PHILADELPHIA
Advertiser () .RESTORE OUR FUTURE 600 FAIRMONT AVE, S#306 Sales Office ()
Product RESTORE OUR FUTURE TOWSON, MD 21286 Salesperson () ANJIE BRADY
Estimate# 341 Agency C/P1/P2/E //341 Salesperson Phone# 215-567-6005
Buyer STEPHANIE KOHLBAUER Flight Dates 08/14/2012 - 08/20/2012 Salesperson FAX# 215-567-5938
Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	8	TU-F	1135P-1235A		:30	\$400.00	08/14-08/17	4	1	4	\$1,600.00	
				Buyline Comment: TONIGHT SHOW								
	9	F	10P-11P		:30	\$1,200.00	08/17-08/17	1	1	1	\$1,200.00	
				Buyline Comment: DATELINE								
	10	SA	6A-7A		:30	\$400.00	08/18-08/18	2	1	2	\$800.00	
				Buyline Comment: SATURDAY EARLY AM NEWS								
	11	SA	7A-8A		:30	\$800.00	08/18-08/18	2	1	2	\$1,600.00	
				Buyline Comment: SATURDAY AM NEWS								
	12	SA	6P-630P		:30	\$500.00	08/18-08/18	2	1	2	\$1,000.00	
				Buyline Comment: SATURDAY 6PM NEWS								
	13	SA	7P-8P		:30	\$300.00	08/18-08/18	2	1	2	\$600.00	
				Buyline Comment: ENTERTAINMENT THIS WEEK								
	14	SA-SU	4P-6P		:30	\$250.00	08/18-08/19	4	1	4	\$1,000.00	
				Buyline Comment: US AMATEUR GOLF CHAMPIONSHIP								
	15	SU	7A-8A		:30	\$800.00	08/19-08/19	1	1	1	\$800.00	
				Buyline Comment: SUNDAY AM NEWS								
	16	SU	8A-9A		:30	\$1,200.00	08/19-08/19	1	1	1	\$1,200.00	
				Buyline Comment: SUNDAY TODAY SHOW								
	17	SU	9A-10A		:30	\$1,500.00	08/19-08/19	1	1	1	\$1,500.00	
				Buyline Comment: MEET THE PRESS								
	18	SU	6P-7P		:30	\$500.00	08/19-08/19	2	1	2	\$1,000.00	
				Buyline Comment: SUNDAY 6PM NEWS								

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Rep Firm
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	19	SU	8P-11P		:30	\$2,500.00	08/19-08/19	2	1	2	\$5,000.00	
	Buyline Comment: PRE-SEASON NFL											
	20	SU	11P-1135P		:30	\$1,800.00	08/19-08/19	1	1	1	\$1,800.00	
	Buyline Comment: SUNDAY LATE NEWS											
	21	M	6A-7A		:30	\$1,800.00	08/20-08/20	1	1	1	\$1,800.00	
	Buyline Comment: AM NEWS											
	22	M	7A-9A		:30	\$1,800.00	08/20-08/20	1	1	1	\$1,800.00	
	Buyline Comment: TODAY SHOW											
	23	M	11A-12P		:30	\$150.00	08/20-08/20	2	1	2	\$300.00	
	Buyline Comment: HAMPTON ROADS SHOW											
	24	M	12P-1P		:30	\$250.00	08/20-08/20	1	1	1	\$250.00	
	Buyline Comment: NOON NEWS											
	25	M	530P-6P		:30	\$1,500.00	08/20-08/20	1	1	1	\$1,500.00	
	Buyline Comment: 530PM NEWS											
	26	M	6P-630P		:30	\$1,800.00	08/20-08/20	1	1	1	\$1,800.00	
	Buyline Comment: 6PM NEWS											
	27	M	11P-1135P		:30	\$1,800.00	08/20-08/20	1	1	1	\$1,800.00	
	Buyline Comment: LATE NEWS											
	28	M	1135P-1235A		:30	\$400.00	08/20-08/20	1	1	1	\$400.00	
	Buyline Comment: TONIGHT SHOW											

---REPORT TOTALS---

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Report Totals: 66 / \$64,500.00

---SALES MONTHLY TOTALS---

Aug 12: 66 / \$64,500.00
Sales Totals: 66 / \$64,500.00
Station Totals: 66 / \$64,500.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$161,250	CATV 0%	WAVY 40%	WGNT 0%	WPXV 0%	WTKR 27%
		WTVZ 0%	WVBT 10%	WVEC 23%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE